

The 4<sup>th</sup> International Scholars' Conference – Universitas Klabat**Paper 42 – Business and Governance****A POSITION PAPER ON CHRIST CENTERED MARKETING Pablo Rios**

Asia-Pacific International University

[riospablo@gmail.com](mailto:riospablo@gmail.com)

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**ABSTRACT**

Marketing is an important topic which needs to be well researched to provide insight about the ways to satisfy customers; outperform the competition; and bring fulfillment in the business. Previous studies have mainly focused on specific aspects of marketing, but ignored how to provide a wholistic fulfillment in business. This research is aimed at providing an understanding of what is Christ Centered Marketing and how it can bring wholeness to a business. In order to define Christ Centered Marketing, peer reviewed journal articles, case studies and biblical accounts relevant to the topic were studied and analyzed. The study resulted in collating a definition of Christ Centered Marketing and its practical impacts on business. Having a clear understanding of Christ Centered Marketing is crucial in order to be able to achieve wholeness in a 21st century global market.

**Keywords:** Christian, Marketing, Business, Practices, Wholeness